

Marketing opportunity

PROS

CONS

Is your dream audience using this?

How can this help you gain exposure?

For you? YES/NO

FB page

FB group

Instagram

Pinterest

Blog

Shop front

Marketing  
opportunity

PROS

CONS

Is your  
dream  
audience  
using  
this?

How can  
this help  
you gain  
exposure?

For you?  
YES/NO

YouTube

Podcasts

Magazines

Collabs

TikTok